

“Email Your Representative” Template – All Four Ideas

Here’s some starter text you’re welcome to use as is or personalize in your own voice.

Subject: Four practical steps toward a healthy planet for future generations

Dear [Representative Name],

I’m writing as someone who cares deeply about leaving a healthy planet for future generations - and who has been trying to understand what it would actually take to get there.

I’m not a climate expert, but the more I’ve learned, the clearer the path has become. Independent economic analysis finds that most products end up about 2% more expensive at steady state - similar to what we paid when we removed lead from gasoline and paint, and well worth it. And much of what’s needed comes down to a small number of practical policy decisions rather than heroic sacrifice or massive spending. If you’re interested in the underlying analysis, I found possiblebydesign.org helpful.

I’m writing because the decisions that would make the biggest difference aren’t mine to make. They’re yours.

There are four specific steps I hope you will consider championing:

1. Require climate footprint labels on products and services.

We can read nutrition labels, energy-efficiency ratings, and safety warnings - but not the climate impact of what we buy. Everyday purchases drive **over 40 gigatonnes of emissions each year**, and most of these emissions sit in supply chains that respond quickly when transparency improves. Climate footprint labels make those emissions visible right where decisions happen - on the shelf and at checkout - and that visibility drives competition, efficiency, and cleanup across the largest and most flexible parts of the economy. Requiring climate footprint labels costs almost nothing, and [global analyses](#) suggest they could reduce emissions by **around 3 gigatonnes per year** through supply-chain improvements alone.

2. Recognize all science-aligned abatement pathways, including permanent carbon dioxide removal.

Many governments recognize emissions-reduction pathways but have not yet established standards for permanent carbon dioxide removal, even though it is essential for hard-to-abate sectors and for cleaning up the emissions already in the atmosphere. Without recognized standards, governments and companies are forced into higher-cost options while lower-cost, science-aligned alternatives sit unused.

Recognizing all science-aligned abatement pathways is a **no-cost policy decision** that would **save governments, companies, and taxpayers trillions of dollars globally each year**. It lowers the cost of meeting climate commitments, unlocks innovation, and gives every sector a clear, credible way to plan.

3. Enable trusted Geo Zero products.

Companies want to offer products that leave no greenhouse gas pollution behind. Consumers want to buy them. But without a recognized definition of “Geo Zero” - doing our best to reduce emissions

and permanently removing the rest – credible Geo Zero products cannot enter the market. Defining the standard is a policy decision, not a spending decision.

Most Geo Zero products end up costing about 2% more than their conventional equivalents - comparable to what society paid to phase out lead or CFCs. The transition cost is real but small, and the precedent for managing it successfully already exists.

4. Regulate all emissions with a clear, slow path to zero.

Net zero is law in many jurisdictions, but the regulations needed to deliver on that commitment - covering all emissions with a predictable ramp to zero - are not yet fully in place. A slow, steady requirement gives every sector the certainty and time it needs to plan and invest. It turns the promise into something actionable.

These four decisions work together as a system. They create the information, the standards, the products, and the regulatory backbone that allow markets, innovators, and consumers to do what they are ready and willing to do.

We've done this before. In the 1980s, we paid a few percent more for everyday products and began healing the ozone layer. The ask today is the same in kind – and the analysis suggests similar in cost.

Taken together, these four steps represent the clearest, lowest-cost path to meaningful climate progress - and a rare opportunity for leadership.

Thank you for your service and your time.

Sincerely,

[Your Name]

[Your City / Country]